INFORMATION LETTER

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President Asks Expanded Marketing Order Authority

The farm program recommended by the President in his message to Congress on March 16 calls for a "commodity-by-commodity approach" in developing agricultural programs. Among other things, the President recommended expanded marketing order authority and provision for establishing farmer committees to develop commodity programs.

With respect to marketing orders, the President's message said:

"The Agricultural Marketing Agreement Act of 1937, which now authorizes marketing orders for milk, certain fruits and vegetables, tobacco, soybeans, and some specialized crops, should be amended to permit marketing orders to be used for a wider range of commodities, to make it more flexible in dealing with commodities for which a national or area program may be devised, and to permit, subject to the approval of producers and acceptance by the Congress as noted below, the establishment of quotas and allotments for individual producers. This will enable the valuable tool of the marketing order to be extended and combined with effective production control where the latter is essential."

The President's message also recommended new law "to permit supply adjustment through marketing quotas for any agricultural commodity for which quotas might be most effective in achieving our goals and subject to affirmative approval and acceptance by Congress."

Pending introduction of legislation embodying the President's recommendations, it is not known whether he proposes to extend marketing order authority to cover canning crops.

The President recommended that provision be made for establishing "national farmer advisory committees" for every commodity or group of commodities for which a new supply adjustment program is needed. Members of the committees would be elected by producers. In consultation with the Secretary of Agriculture, the committees would develop commodity programs, which would go into effect if approved in a referendum by two-thirds of the producers voting. Congress would have power to disapprove any such program.

Canned Foods' Year-round Availability Depicted

A display illustrating the year-round availability of canned foods will be set up in the USDA South building in Washington for two weeks, starting March 20. Devised by the N.C.A. and exhibited first at the recent Convention in Chicago, the display is about 10 feet high by 10 feet wide and shows 12 large photos, with eye appeal, of recipes prepared from canned foods by the N.C.A. Test Kitchen, one photo labeled for each month of the year. Illuminated, the heading is "Canned foods . . . the year-round harvest," the language adopted by the Convention Program Committee as the theme for the 1961 Convention.

N.C.A. will make the display available to canners and their associations for exhibit at their meetings and conventions, if they will but pay shipping charges.

Executive Order Planned on Identical Bids

It was announced March 16 that the President plans to issue an Executive Order requiring federal departments and agencies to turn over to the Attorney General, for investigation and publicity, all identical bids received by them.

The announcement was made by Representative Patman (Texas), who said the President had authorized him and Senator Douglas (Ill.) to do so. The President plans to issue the Executive Order, it was said, as soon as details can be worked out.

Wage-Hour Bill Sent to House; Senate Subcommittee Acts

The Administration's wage-hour bill, H.R. 3935 (Roosevelt), was reported to the House on March 13.

As amended by the Committee on Education and Labor, the bill is intended to reduce fruit and vegetable canners' exemptions from the overtime pay requirements of the Fair Labor Standards Act from 28 weeks to 24 weeks. Specifically, the present 14-week unlimited exemption would be reduced to a 12-week unlimited exemption, and the existing 14-week limited exemption would be reduced to a 12-week exemption and would continue to be limited to 12 hours per day and 56 hours per week.

The bill would require the Secretary of Labor to study the "complicated system of exemptions now available for the handling and processing of agricultural products," particularly sections 7(b)(3), 7(c), and 13(a)(10), and to report his findings to the Congress next January, together with recommendations for legislation designed to "simplify and remove the inequities in the application of such exemptions."

No change would be made in the existing year-round overtime exemption for fish canners.

The minimum hourly wage for presently-covered employees would be increased from $1.00 to $1.15 four months after the enactment of the bill. After two years, it would rise again to $1.25.

Identical bills, H.R. 5560 (Ayres) and H.R. 5561 (Kitchin), were introduced on March 14. These bills would not affect the exemptions now available to fruit, vegetable, or fish canners. Like the Administration bill, however, they would require the Secretary of Labor to study the agricultural processing exemptions and report to the Congress in January, 1962. Both bills would increase the hourly minimum wage for presently-covered employees to $1.15 four months after enactment, but would not provide for further increases.

A hearing on the wage-hour bill, as reported, has been scheduled by the House Rules Committee for March

20. If it receives a rule at that time, the bill could be brought up on the House floor the following day. A final vote may be taken by the end of next week.

The companion Administration bill, S. 895 (McNamara), was reported without change to the full Committee on March 15 by the Senate Subcommittee on Labor. Like the original Roosevelt bill, it would reduce the two 14-week canning exemptions to two 10-week exemptions, of which one would continue to be limited to 12 hours a day and 56 hours a week. The other would remain unlimited. The McNamara bill would raise the hourly minimum wage for presently covered employees to $1.15 during the first year after enactment, to $1.20 the second year, and to $1.25 the third year. It would not affect the fish canners' year-round overtime exemption.

Commenting on the Senate bill, Senator McNamara said:

"Its approval by the Subcommittee, without change, should not be taken as evidence that no amendments were desired by either minority or majority members. There will be many amendments offered in the full Committee (on Labor and Public Welfare). I intend to offer some to make technical corrections and others to bring the bill into conformity with the version we anticipate will be passed by the House."

1960 Packs of Berries

(N.C.A. Division of Statistics)

BLUEBERRIES

State	1959	1960
	(actual cases)	
Michigan	164,366	179,280
Maine	372,459	310,096
Other states	29,369	15,955
U. S. Total	566,194	505,331

RED RASPBERRIES

State	1959	1960
	(actual cases)	
Northwest	54,177	73,428
Other states	17,932	15,446
U. S. Total	72,109	88,874

BLACK RASPBERRIES

State	1959	1960
	(actual cases)	
Michigan	192,384	177,884
Other states	3,188	3,619
U. S. Total	195,572	181,503

STRAWBERRIES

State	1959	1960
	(actual cases)	
Northwest	78,873	44,759
Other states	20,841	25,960
U. S. Total	99,714	70,719

N.C.A. Supports Legislation for Oceanographic Research

Legislation to establish a national 10-year program of oceanographic research was supported by N.C.A. in testimony before the Senate Committee on Interstate and Foreign Commerce on March 17. The N.C.A. witness was Milton E. Brooding of the California Packing Corporation.

The N.C.A. statement supported the objectives of the bill, S. 901, and urged its enactment. The bill would authorize spending approximately $650 million during the coming decade on oceanographic research and surveys. About $150 million would be authorized for fisheries, including the education and training of marine scientists, expansion of marine laboratories, and the construction of modern ships for such research.

The N.C.A. pointed out that the sea remains one of the few great natural resources which has not been fully utilized, that food fish are needed in increasing volume, and that U. S. fishermen must operate in some of the same waters as foreign fishermen and compete for the same catches. It was stated:

"It is imperative that we should have broad basic knowledge of the marine resources and the factors which control their abundance and distribution as far in advance as possible. This means that we must have answers before the questions are asked. The expansion of foreign fisheries throughout the world and in waters adjacent to our own coasts is proceeding with great rapidity, and will remain out of our control unless we can present convincing scientific evidence over broad fields of the oceanographic sciences.

"Our lack of knowledge of marine sciences is, quite frankly, appalling. We need to know a great deal more about fish migrations, currents, the contours of the ocean floor, and similar phenomena. At present, the fishing fleets which supply our fish canners are required to spend long hours in search of their fish. If we can learn more about the effects of various natural phenomena upon fish movements, we can reduce the time required for the catch and, thereby, reduce significantly our costs of production. In other words, the more we learn, the more we can increase the efficiency of our production. The lower the cost per ton of production by our fisherman, the lower will be the cost per can of fish to the housewife."

The statement pointed out also that the comprehensive oceanographic studies would have value to the national defense, our national economy, international prestige, and nutrition and public health problems, as well as to commercial interests.

Canned Foods Cost Savings Stressed in C&TR Bulletin

N.C.A. Restaurant & Institutional Bulletin No. 5, mailed this week, shows how operators can realize savings in capital expenditures and operating costs by planning menus that use more canned foods.

Comparative costs of dry, refrigerated and freezer storage are cited, drawn from the current cost study being conducted as part of the Consumer and Trade Relations Program. On a comparative cubic foot basis it is shown that refrigerated space costs 26 times more than dry (canned foods) and freezer space 30 times more. The *Bulletin* further states that "menus planned to use a maximum of canned foods will reduce the investment not only in storage space and equipment but in maintenance as well."

Other items covered in Bulletin No. 5 show how canned foods quality can be safeguarded with care in storage; indicate that 97.5 percent of certain large feeding operations serving more than 150,000 meals daily, use canned fruits as compared with 67.5 percent fresh, 50 percent frozen, and 40 percent all three forms (canned juices were served by 90 percent of the operators studied). An interesting feature describes how a French gourmet menu can be created for hotels and restaurants using a wide variety of canned foods including four canned soups; lobster, lamb stew, meat balls, chicken a la king, asparagus, peas, green beans, potatoes, peach halves, raspberries and other fruits.

Objectives of the institutional bulletin are to provide N.C.A. members with information dealing with trends and findings in the restaurant and institutional trade, and to furnish operators with facts about the desirability of canned foods for public feeding. Besides members and others on the C.&T.R. list, Bulletin No. 5 was circulated to 3,500 key operators in the institutional trade.

Vegetables for Processing—Prospective Planted Acreage

The Crop Reporting Board of USDA issued reports March 10 on the prospective planted acreage of green peas, tomatoes, and spinach for processing, on the basis of March 1 conditions.

Tomatoes

The prospective acreage of tomatoes for processing is placed at 301,400 acres, 7 percent above the 280,800 acres planted in 1960.

California, which had 46 percent of the acreage in 1960, indicates an increase of 12 percent for 1961. In other states increases over last year range from 4 percent in Maryland to 38 percent in Florida, while smaller acreages are expected in only four states.

Assuming average abandonment of 2 percent for the country, about 295,000 acres would be available for harvest in 1961, USDA said.

Following is the prospective planted acreage of tomatoes for processing, as reported by USDA:

State	10-year ave. 1950-59	1960	1961 Prospective	Percent change from 1960
	(acres)	(acres)	(acres)	
N. Y.	15,800	9,500	9,500	....
N. J.	25,800	17,400	16,200	− 7
Pa.	21,900	10,500	12,000	+14
Ohio	20,130	21,500	20,500	− 5
Ind.	36,000	27,100	28,500	+ 5
Ill.	10,780	8,700	8,500	− 2
Mich.	7,600	7,000	6,800	− 3
Del.	4,120	1,800	2,000	+11
Md.	16,310	9,000	9,400	+ 4
Va.	13,250	9,000	10,000	+11
S. C.	1,540	2,000	2,200	+10
Fla.	7,370	4,800	6,600	+38
Texas	16,350	7,700	8,500	+10
Colo.	3,430	2,700	2,900	+ 7
Utah	6,440	3,300	3,800	+15
Calif.	117,920	130,000	145,000	+12
Other states [1]	14,970	8,800	9,000	+ 2
U. S. Total	339,770	280,800	301,400	+ 7

[1] Ala., Ariz., Ark., Iowa, Ky., La., Miss., Mo., Nebr., N. M., N. C., Okla., Ore., Tenn., Wash., W. Va., and Wis.

Green Peas

Intentions to plant green peas for processing total 394,610 acres or 13 percent more than the 1960 planted acreage. Larger acreages were indicated in all states except Indiana. If intentions are carried out and if abandonment is equal to average, about 373,000 acres will be harvested. This would be about 40,000 acres more than in 1960.

Processors of frozen peas are planning to contract and grow 150,420 acres in 1961, about 20 percent above the 1960 acreage. Increases were quite general in all areas of the country, according to USDA. If intentions are planted and abandonment is equal to average, about 141,000 acres will be available for harvest, compared with 120,920 acres in 1960.

Intentions to plant green peas for canning were indicated at 244,190 acres, 9 percent above the 1960 planted acreage. If this acreage is planted and there is average abandonment, about 232,000 acres will be harvested for canning. This is 8 percent above the 214,070 acres harvested in 1960.

State	10-year ave. 1950-59	1960	1961 Prospective	Percent change from 1960
	(acres)	(acres)	(acres)	
N. Y.	20,900	10,800	11,900	+10
Pa.	11,860	4,900	5,500	+12
Ind.	2,580	1,700	1,700	....
Ill.	28,100	26,400	27,000	+ 2
Mich.	5,550	4,200	5,500	+31
Wis.	125,230	82,000	93,000	+13
Minn.	57,450	44,100	54,000	+22
Del.	4,140	6,200	6,800	+10
Md.	8,810	6,500	7,400	+14
Idaho	12,070	12,800	15,000	+17
Wash.	69,330	73,500	76,100	+ 4
Ore.	60,120	49,600	55,500	+12
Calif.	10,220	7,500	13,100	+75
Other states [1]	32,970	20,370	22,110	+ 9
U. S. Total	449,320	350,570	394,610	+13
For canning and other processing	322,360	224,910	244,190	+ 9
For freezing	126,970	125,660	150,420	+20

[1] Ark., Colo., Iowa, Kans., Maine, Mo., Mont., Nebr., N. J., Ohio, Okla., Tenn., Utah, Va., and Wyo.

Spinach

Production of spinach for processing for the winter and spring seasons is forecast at 67,400 tons compared with 68,400 tons in 1960.

In Florida 7,200 tons will be processed from the winter crop, 33 percent above the 5,400 tons handled in 1960 and more than double the average of 3,300 tons for the 1950-59 period.

In California 60,200 tons is expected to be used for processing, 4 percent less than the 63,000 tons so used in 1960.

Citrus Fruit Production and Utilization

February conditions were favorable for the 1960-61 grapefruit crop and for the Florida orange crop, but prospects for navel oranges in California declined sharply, according to a report by the Crop Reporting Board of USDA based on March 1 conditions.

The total orange crop was estimated then at 119 million boxes, down 6 percent from last year. In Florida sizes were small but the fruit weighed out heavier than expected and production, as of March 1, was turning out above the February 1 estimate.

The U. S. valencia crop is estimated at 57 million boxes, 8 percent less than last year and 3 percent below average.

A near average crop of 42.3 million boxes of grapefruit is estimated. This is 2 percent more than last year, with the increase occurring in Florida and Texas. Florida's production of pink seedless grapefruit is up about 12 percent.

Production of Florida tangerines was estimated at 5 million boxes compared with 2.8 million boxes last year and the 1949-58 average of 4.5 billion.

Utilization

Utilization of the orange crop to March 1 totaled 57.9 million boxes, of which 39.1 million had been processed. This is the same volume processed as of March 1 a year ago when total utilization was 63.2 million boxes.

Utilization of grapefruit to March 1 totaled 20.7 million boxes, of which 8.1 million were taken by processors. A year ago processors had taken 11.8 million out of the total of 26.1 million boxes.

Canners' Stocks of Canned Foods March 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carryover month	Case basis	Supply 1959-60	Supply 1960-61	Canners' Stocks, March 1 1960	Canners' Stocks, March 1 1961	Season Shipments to March 1 1960	Season Shipments to March 1 1961
			(thousands of cases)					
Apples	Sept.	6/10	4,822	4,126	2,756	2,177	2,066	1,950
Applesauce	Sept.	actual	18,949	19,490	9,880	10,547	9,069	8,943
R&P cherries	July	actual	4,326	2,555	1,339	576	2,987	1,979
Pineapple [a]	June	actual	20,758	21,052	7,834	8,924	12,924	12,127
Pineapple juice [a]	June	actual	14,305	14,955	7,267	6,041	7,128	8,914

[a] Source: Pineapple Growers Association of Hawaii.

Hemingway Cites Canning Safety and Wholesomeness

The wholesomeness of canned foods and the canning industry's continuing practice of controlling the quality and safety of its products were stressed by N.C.A. President John C. Hemingway in an address at the annual meeting of the Utah Canners Association this week.

Mr. Hemingway reported that canning industry manufacturing techniques assure safety of the product, acceptable flavor and appearance, a dependable uniform quality, and basic nutritional needs.

"Canned foods meet these consumer expectations," he stated. "But the consuming public today finds itself concerned with the safety of its food supply. Despite the fact that this nation has enjoyed safe and sanitary foods to a greater degree and for a longer time than any other modern civilization, its confidence has been shaken by several recent events—the cranberry scare, followed by a rash of sensational books, articles and public statements casting suspicion on the purity of our foods, the threat of fallout contamination, and other worrisome items appearing in the press and on the air.

"What is being done to reassure rather than to frighten the consumer? In the canning industry we are attempting to remind the consumer that she benefits from a protection which operates 24 hours a day. The economic success of the canner depends on reassurance to the consumer that canned foods are safe because of the industry's supervision of the growing of the raw product, and the care with which that product is placed in a hermetically sealed container and processed, thus guaranteeing that it will reach the consumer without danger of contamination en route. The canner relies upon this service to obtain and retain the consumer's confidence. Such performance today is typical in the canning industry, and thus in canned foods the consumer obtains a maximum of protection," stated Mr. Hemingway.

He noted that one of the historic red letter days of canning progress was the enactment of the Pure Food Law on June 30, 1906, which canning industry leaders of that time supported.

"The canning industry's record of cooperation with this law has been publicly acknowledged by every Food and Drug Commissioner from Wiley to Larrick," he stated, and he quoted the statement that "this industry provides an outstanding example of self-regulation at its best * * * to take clear-cut steps designed to prevent the marketing of unsafe products."

In conclusion, Mr. Hemingway asserted that "the canning industry can point with pride to its self-imposed standards of product quality and quality control, to its cooperation with the government's pure food laws, and, indeed, to its historic leadership in helping initiate these laws. Canning has been brought to such a high degree of efficiency that it has rightfully earned the highest public confidence, which we expect we shall continue to merit."

Highlights of Mr. Hemingway's address were reported in a press release issued by the N.C.A. Information Division to 54 newspapers and 31 radio-TV outlets in Utah and to the local and national wire services and trade papers.

Executive Vice President Carlos Campbell also spoke to the Utah canners, giving some of his views on what the N.C.A. should do for its members. He expressed the opinion that the trade association is the logical group to handle the economic problems of its industry, rather than for the government to dictate economic policy, which he described as going the Russian way. As an example of N.C.A. leadership in meeting industry economic problems, Mr. Campbell cited the situation when high labor costs threatened the corn and bean canning industry, the Association acted as a catalyst to bring about mechanized harvesting equipment that radically reduced operating costs.

He mentioned certain problems that need further work, especially urging that more research on flavor and color retention be authorized.

Staff Appearances

Members of the staff of the N.C.A. Washington Research Laboratory took part in a number of canners' technical meetings.

J. W. Bell attended the 8th annual Conference of Canners and Their Technicians, sponsored by the Association of Canners of Quebec, on March 7-8. Mr. Bell spoke on "Cannery Waste Disposal."

He covered "Canning Plant Maintenance" at the Processors Conference held by the Wisconsin Canners Association March 15.

Mr. Bell spoke at the spring meeting and canning technology conference held by the Indiana Canners Association March 16-17 on "Sanitation and Spoilage" and "N.C.A. Report on Drosophila, Tomato pH and Plant Maintenance."

C. W. Bohrer reported at the N.C.A. Northwest Branch's annual Canned Salmon Cutting on the retort and sanitation surveys which he conducted in Alaska during the summer of 1960, and outlined some of the principles involved in safe retorting practices. Arrangements for the Cutting had been made by Walter V. Yonker, Manager of the N.C.A. Northwest Branch.

MSSA Requirements for Canned Spinach

Tentative requirements for canned spinach from the 1961 crop to meet the requirements of the armed services were announced by the MSSA March 8 as 2,099,700 pounds of Grade A in No. 303 cans and 552,900 pounds in No. 10 cans. These figures are the equivalent of 93,320 cases 24/303 and 15,045 cases 6/10, respectively.

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